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Hold That Tie!

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Hold That Tie!

Engineer John Wentz appeals to your sense of originality in shopping for "his" gift

ONLY four days left and I still haven't got Jim's present. And there's Dad's, too. What can I get him? What a problem, buying Christmas gifts for men. Can't put it off much longer. But wait, there're some pretty ties in that window. H'm, they'll have to do. I'll take that one. It's flashy. Jim'll like it, I hope. And—er—yes, that one over there will be fine for Dad.

Is this the state of mind you find yourself in each year when the rustle of tissue again stirs the air and Christmas rolls around once more? To buy gifts for sis or your roommate or Mother is easy. They're women. But it seems that at a time like this the man assumes the role of an unknown quantity in the eyes of his feminine friends. Just what do men like for presents?

Exploration is the key to the situation. Before going on the present-buying excursion, explore the man's character, his likes, his hobbies and his ambitions. Climb into his boots and ask yourself what you would like if you were a man. When you make out your list, classify him as one of several types: a gadabout, sit-by-the-fire, label-worshipper, string saver, fresh air fiend or tinkerer.

Now take the gadabout. He likes to be on the go, takes in social events and thinks style is an important thing. Yes, wearing apparel will do for him. Tie clasp, gloves, scarf, billfold and cigarette case are a few suggestions for the gadabout. But be certain; find out whether it's something he really wants.

For the sit-by-the-fire type a good book or magazine subscription would fill the bill. Or a set of chess men or some other game might be to his liking. Your father, if a pipe lover, would appreciate nothing better than a big can of his special blend of tobacco. But be sure it's the right kind. He'll feel complimented to know you really notice such small details.

The label worshipper may include any of the other types, but with him it's the brand that counts. If the belt has a big name, if the chisel is well advertised, if the hat is marked with the name of a classy styler, he's satisfied. By all means send the gift, label intact.

Just another title for a collector is the stringsaver type. His passion may be for anything from postcards and pipes to old guns and tropical fish. The fellow, you can assure yourself, never throws anything away. So if you must give him handkerchiefs or a tie, put it in a box that he can use.

And up comes the matter of how to wrap

a man's present. Make the package as well as the gift fit the man. For a sailing fan try canvas done up with a small manilla rope tied in a sailor's knot. If he's a radio man, bind it with copper wire and draw a transmitting tower flashing out Merry Christmas in zig zag letters.

A fellow who enjoys outdoor life is easy to analyze. He's so enthusiastic about it that he's always telling you of his hobbies. If he's a fisherman, that new reel he's been wanting will do the trick.

The final type, the tinkerer, takes in all those men who have a particular hobby, such as model ship building, photography or amateur radio. If you're acquainted to the present-exchanging-stage, you've undoubtedly seen by now all the intricacies of his recent brain child. Just be a bit more inquisitive the next time he shows you the latest, and you'll pick up a good idea of something he would like. Keeping your ears wide open is the key to the situation with this particular type of male. The proud displaying of his own handiwork should furnish plenty of hints.

There's one more case, however, where a gift of purely sentimental nature can become useful and fitting for a man. If the fellow is blindly, madly, head-over-heels in love with you, your Christmas shopping is easy. Make it a picture of yourself wearing that sweetest smile.

At any rate, whoever he is, make his present satisfy. Give him something he wants, and he'll appreciate the gift, and you, much more. Even if it's a 50 cent streamlined radiator cap for his latest 1920 lizzie, you can be mighty sure he'll point to it with pride when he tells his pals that you certainly had him figured out right.



Wearing apparel is the gift solution for the gadabout type of male.